This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims:

Claim 1 (original) An image receptive medium comprising:

a substrate having a first and a second surface;

a non-porous image layer printed on at least a portion of the first surface of the substrate; and

an ink receptive layer selectively applied on at least one predetermined area of the non-porous image layer and a portion of the first surface of the substrate, wherein the ink receptive layer is receptive to an inkjet ink.

Claim 2 (original) The image receptive medium of claim 1, wherein the substrate is planar and comprises a thermoplastic or a paper material.

Claim 3 (original) The image receptive medium of claim 2, wherein the thermoplastic material is selected from the group consisting of polyethylene, polypropylene, polyvinylchloride, and polyethylene terephthalate.

Claim 4 (original) The image receptive medium of claim 1, wherein the non-porous image layer is printed on a portion of the first surface of the substrate by a printing process selected from the group consisting of a gravure process, an off-set process, a flexographic process, a lithographic process, an electrographic process, an electrophotographic process, an ion deposition process, a magnetographics process, an inkjet printing process, a screen printing process, and a thermal mass transfer process.

Claim 5 (original) The image receptive medium of claim 4, wherein the non-porous image layer is printed on a portion of the first surface of the substrate by a screen printing process.

Claim 6 (original) The image receptive medium of claim 1, wherein the non-porous image layer is a dried solvent-based printing ink.

Claim 7 (original) The image receptive medium of claim 1, wherein the non-porous image layer is a cured ultra-violet curable printing ink.

Claim 8 (original) The image receptive medium of claim 1, wherein the ink receptive layer is receptive to a solvent-based inkjet ink.

Claim 9 (original) The image receptive medium of claim 1, wherein the ink receptive layer is receptive to an aqueous inkjet ink.

Claim 10 (original) The image receptive medium of claim 1, wherein the ink receptive layer is a solvent-based coating.

Claim 11 (original) The image receptive medium of claim 1, wherein the ink receptive layer is an ultra-violet curable coating.

Claim 12 (original) The image receptive medium of claim 11, wherein the ultra-violet curable coating further comprises granules dispersed in the coating to facilitate the absorption of the inkjet ink.

Claim 13 (original) The image receptive medium of claim 12, wherein the granules are preferably located substantially near the surface of the ultra-violet curable coating.

Claim 14 (original) A display advertising system for displaying a visual advertising message formed of a first printed fixed visual component and at least one customizable printed component comprising:

a substrate having a first and a second surface and having thereon at least a portion of the first surface of the fixed visual component of the advertising message; and

an ink receptive layer selectively positioned on a predetermined area of the fixed visual component and a portion of the first surface of the substrate, wherein the ink receptive layer is receptive to an inkjet ink.

Claim 15 (original) The display advertising system of claim 14, wherein the substrate is planar and comprises a thermoplastic or a paper material.

Claim 16 (original) The display advertising system of claim 15, wherein the thermoplastic material is selected from the group consisting of polyethylene, polypropylene, polyvinylchloride, and polyethylene terephthalate.

Claim 17 (original) The display advertising system of claim 14, wherein the fixed visual component is printed on a portion of the first surface of the substrate by a printing process selected from the group consisting of a gravure process, an off-set process, a flexographic process, a lithographic process, an electrographic process, an electrophotographic process, an ion deposition process, a magnetographics process, an inkjet printing process, a screen printing process, and a thermal mass transfer process.

Claim 18 (original) The display advertising system of claim 17, wherein the fixed visual component is printed on a portion of the first surface of the substrate by a screen printing process.

Claim 19 (original) The display advertising system of claim 14, wherein the fixed visual component is a dried solvent-based printing ink.

Claim 20 (original) The image receptive medium of claim 14, wherein the non-porous image layer is a cured ultra-violet curable printing ink.

Claim 21 (original) The image receptive medium of claim 14, wherein the ink receptive layer is receptive to a solvent-based inkjet ink.

Claim 22 (original) The image receptive medium of claim 14, wherein the ink receptive layer is receptive to an aqueous inkjet ink.

Claim 23 (original) The display advertising system of claim 14, wherein the ink receptive layer is a solvent-based coating.

Claim 24 (original) The display advertising system of claim 14, wherein the ink receptive layer is an ultra-violet curable coating.

Claim 25 (original) The image receptive medium of claim 24, wherein the ultra-violet curable coating further comprises granules dispersed in the coating to facilitate the absorption of the inkjet ink.

Claim 26 (original) The image receptive medium of claim 25, wherein the granules are preferably located substantially near the surface of the ultra-violet curable coating.

Claim 27 (original) An advertising media comprising:

a thermoplastic substrate having a first and a second surface;

an ink layer, wherein the layer includes an ink selected from the group consisting of a solvent, aqueous, and UV-curable based ink, printed on a portion of the first surface of the substrate, wherein the ink layer forms a non-porous image layer; and

an inkjet receptive ink layer selectively applied on a predetermined area of the non-porous image layer and a portion of the first surface of the substrate, wherein the inkjet receptive layer is a composite selected from the group consisting of a solvent-based material, an aqueous-based material, and a UV-curable material, and wherein the inkjet receptive ink layer is receptive to an inkjet ink.

Claim 28 (original) The advertising media of claim 27, wherein the thermoplastic substrate is selected from the group consisting of polyethylene, polypropylene, polyvinylchloride, and polyethylene terephthalate.

Claim 29 (original) The advertising media of claim 27, wherein the non-porous image layer is printed on a portion of the first surface of the substrate by a printing process selected from the group consisting of a gravure process, an off-set process, a flexographic process, a lithographic process, an electrographic process, an electrophotographic process, an ion deposition process, a magnetographics process, an inkjet printing process, a screen printing process, and a thermal mass transfer process.

Claim 30 (original) The advertising media of claim 29, wherein the non-porous image layer is printed on a portion of the first surface of the substrate by a screen printing process.

Claim 31 (original) The advertising media of claim 27, wherein the non-porous image layer is a dried solvent-based printing ink.

Claim 32 (original) The advertising media of claim 27, wherein the non-porous image layer is a cured ultra-violet curable printing ink.

Claim 33 (original) The advertising media of claim 27, wherein the ink receptive layer is receptive to a solvent-based inkjet ink.

Claim 34 (original) The advertising media of claim 27, wherein the ink receptive layer is receptive to an aqueous inkjet ink.

Claim 35 (original) The advertising media of claim 27, wherein the ink receptive layer is a solvent-based coating.

Claim 36 (original) The advertising media of claim 27, wherein the ink receptive layer is an ultra-violet curable coating.

Claim 37 (original) The advertising media of claim 36, wherein the ultra-violet curable coating further comprises granules dispersed in the coating to facilitate the absorption of the inkjet ink.

Claim 38 (original) The advertising media of claim 37, wherein the granules are preferably located substantially near the surface of the ultra-violet curable coating.

Claim 39 (original) A method of providing an image receptive medium comprising the steps of:

providing a substrate having a first and a second surface;

printing a non-porous image layer on a portion of the first surface of the substrate; and

applying an ink receptive layer on a predetermined area of the non-porous image layer and a portion of the first surface of the substrate, wherein the ink receptive layer is receptive to an inkjet ink.

Claim 40 (original) The method of claim 39, wherein the substrate is planar and comprises a thermoplastic or a paper material.

Claim 41 (original) The method of claim 40, wherein the thermoplastic material is selected from the group consisting of polyethylene, polypropylene, polyvinylchloride, and polyethylene terephthalate.

Claim 42 (original) The method of claim 39, wherein the non-porous image layer is printed on a portion the first surface of the substrate by a printing process selected from the group consisting of a gravure process, an off-set process, a flexographic process, a lithographic process, an electrographic process, an electrophotographic process, an ion deposition process, a magnetographics process, an inkjet printing process, a screen printing process, and a thermal mass transfer process.

Claim 43 (original) The method of claim 42, wherein the non-porous image layer is printed on the first surface of the substrate by a screen printing process.

Claim 44 (original) The method of claim 39, wherein the non-porous image layer is a dried solvent-based printing ink.

Claim 45 (original) The method of claim 39, wherein the non-porous image layer is a cured ultra-violet curable printing ink.

Claim 46 (original) The method of claim 39, wherein the ink receptive layer is receptive to a solvent-based inkjet ink.

Claim 47 (original) The method of claim 39, wherein the ink receptive layer is receptive to an aqueous inkjet ink.

Claim 48 (original) The method of claim 39, wherein the ink receptive layer is a solvent-based coating.

Claim 49 (original) The method of claim 39, wherein the ink receptive layer is an ultra-violet curable coating.

Claim 50 (original) The image receptive medium of claim 49, wherein the ultra-violet curable coating further comprises granules dispersed in the coating to facilitate the absorption of the inkjet ink.

Claim 51 (original) The image receptive medium of claim 50, wherein the granules are preferably located substantially near the surface of the ultra-violet curable coating.

Claim 52 (withdrawn) A method of facilitating a business relationship between a first party and a second party comprising the steps of:

preparing an image receptive medium by the first party, wherein the first party is an advertiser, and wherein the medium comprises;

a substrate having a first and a second surface;

a non-porous image layer printed on a portion of the first surface of the substrate; and

an ink receptive layer selectively applied on a predetermined area of the non-porous image layer and a portion of the first surface of the substrate, wherein the ink receptive layer is receptive to an inkjet ink;

sending the image receptive medium to the second party, wherein the second party is a local distributor; and wherein the second party prints a customized and a detailed image onto the ink receptive layer for advertising purposes; and

having the second party distribute the customized image receptive medium to at least one local proprietor.